

# INTRINSIC INNOVATIONS' INSIDER

Alberta's International Start-up Incubator

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## Spring is in the Air!

As the snow melts and the daylight stays around longer, we are excited for what spring represents: a new beginning. Spring brings hope, joy, and anticipation for what is to come. At Intrinsic Innovations, we welcome and thrive on new beginnings and new ideas. Some notables are the welcoming of our new President and CEO, Stephanie Setiawan, the launch of a new program called MEET Canada (Market Expansion and Entrepreneurship Tour), and we are excited to welcome a new group of exceptional speakers for our monthly Intrinsic Introductions presenter and networking events.

### What's New

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Reflections on My First 90 Days

MEET Canada 2023

International Advisory Board Update

Ecosystem Development Program  
Update

# Reflecting on My First 90 Days

By Stephanie Setiawan, President & CEO

It has been so meaningful to see the impact we've created for our community over the last 3 months. These accomplishments warm my heart, but I really want to share the reason WHY I've been so proud, and it is because of our team.

I've watched them work so closely together to advance Intrinsic's vision of transforming our economy to be more agile and resilient while providing newcomer entrepreneurs an opportunity for a better life. One would assume the common warmth, kindness, and compassion they possess means they all come from similar backgrounds. But it isn't their backgrounds that make them so, it is a result of their desire, determination, and passion to support Intrinsic's vision that creates this special alignment. I value the wisdom they bring from their life experiences and past accomplishments. In case you haven't met them I'd love to introduce you.

It gives me so much pride to know that we have an exceptional, versatile team with a depth of wisdom, tenacity, resilience, and knowledge. I am so excited to leverage their skills and abilities to create a marking impact for the Alberta tech ecosystem.

**Wanda Palmer, our Entrepreneur and Community Advisor**, has been an entrepreneur herself and she believes it helped her become a more resilient person. She has had the privilege of being a senior leader at Trico Homes for a decade, a role that changed her life and way of thinking. Trico Homes, a certified B Corporation, empowered their team to excel in an intrapreneurial culture that valued innovation and the importance of businesses doing well by doing good in their community. Wanda's superpower is her warm compassion, curiosity for others, her wholehearted generosity and using her profound wisdom to help newcomers and those within our team, that is what I am most grateful for.



**Mark Salkeld, our Chief Advisor, Industry**, has 40 years of executive leadership in the energy industry including 7 years as President of the Petroleum Services Association of Canada (now Enserva). But you would never know that from his generous leadership style, humbly serving, always providing guidance for myself and the team with his get-er done attitude, his open mind and desire for continuous learning. It is an honor to have him on our team.

Did you know that it took **Uliana Yildirim, our Director of Community Engagement**, 5 full years to immigrate to Canada? It was her patient determination combined with her pathfinder attitude that enabled her to come, settle and thrive in Canada. And did she ever thrive! Taking the path of academia, she held various prominent roles including board chairman in the energy industry's SPE, CHOA CIM organizations, and she has authored and co-authored over 50 technical publications. With a strong passion to help others who are choosing the same path of immigration that she experienced 20 years ago, she is using her resilience, wisdom, and determination to provide other newcomers with guidance and support on their own journey.



**Heather Herring, our Chief Advisor, Ecosystems**, has been instrumental in shaping our vision to ensure we contribute effectively to Alberta's Tech ecosystem. Her vast experience, profound knowledge, and her caring passion to guide those around her to succeed has made her a Swiss Army Knife in our organization. Her passion for the community is shown through her various roles advising, and on boards for startups and key tech organizations such as being Vice Chair at Platform for several years.



## MEET Canada 2023

Intrinsic Innovations has developed a new program called Market Expansion and Entrepreneurship Tours Canada (MEET Canada). The inaugural MEET Canada tour will be held May 29 - June 4, 2023. It will be a curated business tour of Alberta, where registrants will attend seminars on entrepreneurship, the business practices and business culture in Canada. They will also benefit from one-on-one business coaching and meetings with potential investors, customers, and suppliers. In Calgary, attendees will also have an opportunity to attend the Plug and Play Demo Day, a global innovation accelerator supported by Alberta Innovates. Intrinsic Innovations is coordinating these events with Calgary Economic Development, Invest Alberta and Alberta Innovates.

MEET Canada includes registration to the Inventure\$ conference (<https://inventurescanada.com>), a major investment and entrepreneurship conference in Western Canada organized by the Government of Alberta. With over 3000 attendees from more than 60 countries, Inventure\$ brings entrepreneurs, start-ups, and investors together to connect and foster collaboration. We are excited to host our very first cohort in May!

If you are interested in participating in our Fall 2023 cohort, please contact us to register at [meetcanada@intrinsicinnovations.ca](mailto:meetcanada@intrinsicinnovations.ca)

When I started, I was tasked with creating an International Advisory Board with the purpose of:

- 1) Advocating for Alberta by identifying technologies and people that fall within our technology priorities and facilitate those who are interested in moving to Canada to connect to us.
- 2) Pushing towards a deeper understanding of global innovation by understanding what different regions are doing, and seeing where Intrinsic Innovations can bridge any potential gaps between People and Technologies for Alberta and the world.
- 3) Intrinsic also identifies technologies from around the world that will benefit other regions beyond Alberta where Intrinsic operates, to support the same general business model used in Alberta. Helping entrepreneurs and their families relocate and start up in countries other than Canada. Helping Canadian companies with technologies beneficial to other parts of the world.

We are three quarterly meetings in, with amazing volunteers from the UK, Vietnam, Europe, Australia, Latin America and across Canada. The conversations are robust, always informative, and provide significant takeaways. e.g., The UK invests a billion dollars on supercomputer development, in Europe, the technology is too broad ranging to list here, but amazing, nonetheless. From Vietnam there is Agtech, gaming and energy-related technologies. I will finish by reiterating, Intrinsic Innovations is sector and region agnostic. It's the entrepreneurs, their technology, their desire for a better life for themselves and their families here in Canada is what it's all about. Helping, learning, supporting, that's what we do and that's what the Intrinsic Innovations International Advisory Board strongly supports.

Intrinsic  
Innovations  
International  
Advisory Board  
(IIAB)

by Mark Salkeld

# Ecosystem Development Program Update

by Wanda Palmer

Intrinsic Innovations was proud to receive an Alberta Innovates EDP grant in March of 2022 for Entrepreneur Growth and Retention in Alberta. The grant allowed our team to create specialized programming and provide personalized support to international entrepreneurs participating in Alberta Innovates funded accelerator programs who are looking to bring their businesses here to Alberta. Through this program, we have been introduced to 14 international founders from the fall 2022 cohorts and are in the process of meeting the newest international founders participating in the spring 2023 cohorts.

At the end of March, we completed the first year of this two-year program and have experienced that moving borders is a very involved decision, one that will likely take more time than founders expect. There are many things that need to happen including completion of the accelerator program, choosing the right immigration pathways, completing those applications, learning new business requirements and terminology, incorporating the business, setting up bank accounts, building a network and making those important personal decisions related to where they want to live, and what their family will need as they become comfortable settling into their new home.

The process can feel somewhat overwhelming at times as everything is new and different than what they know and understand. This really magnifies the importance of having access to the right support, the right network, and the right programming to set them up for success in their new home. We are grateful that our collaboration with Alberta Innovates will help us provide a high level of support to these founders for an extended period.



We'd love to hear from you. Please reach out if you would like more information about any of our programs and services.

We are always looking for Extended Team Members. For more information, please contact us at [info@intrinsicinnovations.ca](mailto:info@intrinsicinnovations.ca)

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